Amendments to the Specification

Please amend the paragraph beginning on page 1, line 12, as follows:

Data customization in wireless communication can be based on a communication device serial number. For example, a cell phone used by a network subscriber to access a wireless network includes a device serial number. While the network can be configured to provide data to this cell phone based on the serial number, such data customization is inadequate for another user of the same cell phone. In addition, a user of multiple shared cell phones can receive data content configured differently based on different cell phones, and not based on user identification. Not only is unwanted data communicated to the user, wasting network capacity so that the network appears slow, inappropriate personal data or user content preferences selected based on a device serial number can be provided to another user. Such inappropriate data can include personal data or other information that the user wishes to remain private. Due to the ease of exchange of cell phones in networks based on standards such as the Global System for Mobile Communication (GSM), association of individual users based on cell phone serial number is inadequate for data customization.

Please amend the paragraph beginning on page 11, line 6, as follows:

Referring to FIG. 5, a method 500 of providing personalized content includes a step 502 of receiving personalization identifiers such as a device serial number DSN and a SIM card serial number SIM_ID. Additional, fewer, or alternative personalization identifiers can be used. In a step 504, the device serial number DSN and the SIM card serial number SIM_ID are compared with a family of user profiles that are retrieved from a database 506. If the device serial number DSN and the SIM card serial number SIM_ID do not appear in a user profile in the family and/or the device serial number DSN is unrecognized, association of a content request with a particular user is incomplete, and standard content parameters are assigned in a step 510. Such standard content parameter can be configured generically to be neither device specific nor user specific. Alternatively, if a user profile is not identified, a profile development procedure 511 can be executed. For example, the device serial number DSN and the SIM card serial number SIM_ID

can be used to define a user profile that is provided to the profile database 510506 in a step 513. The device serial number DSN and the SIM card serial number SIM_ID can be provided to the profile database 506, based on communication based on parameters associated with generic content. If a device specific identifier such as a device serial number matches a stored profile and an associated user identifier is unmatched, device specific content parameters are assigned in a step 512. Alternatively, content personalization parameters can be configured so that device specific customization is available only to users associated with additional, non-device specific personalization identifiers such as the SIM card serial number. For example, a service subscriber could access device customization/personalization features only as a subscriber to a customization/personalization service that is associated with a user identifier. If the device serial number DSN and the SIM card serial number correspond to a user profile in the database, user-specific personalization parameters are established in a step 514.